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Adobe: ANZ retailers should brace for December 13 online shopping bonanza

Shoppers set to make December 13 a landmark day for online retail, while more Australians are set to shop from their work desk this Christmas

Sydney, Australia – 28 November, 2016 Adobe is today releasing new data from its [Adobe Digital Insights 2016 Holiday Shopping Predictions: Europe and Asia Pacific](#) report, revealing how significantly the ritual of Christmas shopping in Australia and New Zealand (ANZ) has been transformed in the digital age.

This Christmas, Adobe forecasts that Australians and New Zealanders will embrace online shopping like never before, spending AUD\$10.7 billion in online purchases over the Christmas period, amounting to growth of 12% year on year.

Retailers should prepare for an online shopping frenzy on December 13, when the increased activity will hit its peak. On this day, ANZ shoppers will spend AUD\$236 million online, a 60% increase on a typical day's spending for the Christmas period, amounting to AUD\$9.50 spent per internet user across both countries.

There are several factors contributing to this rise in digital sales, with an increase in comfort levels around purchasing and browsing on mobile devices playing a significant role – 41% of Australians claim to have become more comfortable with smartphone security and privacy, while almost two thirds attribute their willingness to shop via mobile devices to retailers doing a better job of optimising experiences for smartphones and tablets.

Furthermore, 48% of Australians believe apps now offer a better experience for perusing potential gifts than a traditional web browser, while the same number feel better mobile payment options are now available.

Australians' increased comfort with mobile shopping will result in over a quarter of all online Christmas period revenue coming from purchases made on smartphones and tablets, while 45% of browsing will also come from these devices.

"This data speaks plainly – the future of Christmas shopping is online, and it's increasingly mobile. In fact, in Australia and New Zealand, retail is one of the leading sectors for smartphone traffic and one of the fastest growing sectors for average mobile conversion year-on-year growth*," said Chris Skelton, Managing Director for Adobe Australia and New Zealand.

“Australian retailers are optimizing mobile content and creating engaging and personalised experiences so that users will be compelled to purchase more on their mobile devices. More and more, Australian consumers have no need to push through the crowds at busy brick and mortar stores, as they are aware that better deals, a wider selection of products and cheap home delivery are all available from the device in their pocket,” Skelton said.

Adobe’s data has also revealed Australians will typically browse 3-4 websites before making a purchase, and in 2016 it appears much of that browsing will be done from the work desk, with a sharp increase forecast in the number of Australians using work hours to do their Christmas shopping online. 11% of Australians now rank “shopping from work” as a key driver for online purchases, compared with just 4% in 2015, marking a 175% increase.

Similarly, social media’s integration into the lives of Australians continues, with its influence on purchasing decisions enjoying a 450% increase from 2015.

Marketers should also be aware that there has been a significant drop in the number of consumers who do not want to be approached in the build up to Christmas, with only 21% of Australians objecting to being targeted, compared with 29% in 2015.

In fact, Australians prefer to find bargains through retailer emails and advertisements than their own friends and family. Emails direct from retailers and advertisements triggered by searches for specific products or services rank equal first at 26% among Australians as the best online sources for shopping deals, trouncing in-person conversations with family and friends, which received a mere 15%.

With 65% of Australia’s online shoppers claiming internet retailers give them access to better deals, and half citing the convenience of home delivery at no extra cost as a deciding factor, traditional bricks and mortar retailers may find it harder to compete.

As the sophistication of retail marketing deepens by becoming more personalised and engaging, and Australians become increasingly comfortable with online shopping across any device –Christmas’ digital transformation will continue to benefit consumers and retailers.

To view the Adobe Digital Insights 2016 Holiday Shopping Predictions: Europe and Asia Pacific findings, please click [here](#). Additional data in this press release was not reflected in the online version of the report.

*According to [Adobe Digital Insights Asia Pacific Best of the Best](#) report

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